GORILLAZ TIMELINE

PHASES 1-3: HISTORY, BRIDGING THE GAP, THE AWAKENING

**** Updated by Stars on 09.09.2016****

W/C	INSTAGRAM	FACEBOOK	TWITTER / SNAP	MSQRD / YOUTUBE	STREAMING	PRESS	MARKETING
19.09							
20.09 **TOMORROW COMES TODAY / GORILLAZ** **G-SIDES & LAIKA COME HOME**	Grid exploring visuals and music of the album in chronological order. 'Story' involving 5 visual pieces (a combo of stills and video)	Share music and visuals from each album over the course of the day, directing to IG for deeper exploration, and Spotify to stream.	**TW:** 'Moment' created, soundtracked by Spotify, exploring the album with music and visuals	**YOUTUBE:** Highlight playlist showing official vids from EP and Gorillaz	**TCT/Gorillaz** 1. Clint Eastwood 2. 19-2000 **3.** Tomorrow Comes Today **G-Sides/Laika** 1. 19-2000 (Souldchild Remix) 2. Dracula 3. Left Hand Suzuki Method		
21.09 **DEMON DAYS & D-SIDES**	Grid exploring visuals and music of the album in chronological order. 'Story' involving 5 visual pieces (a combo of stills and video)	Share music and visuals from each album over the course of the day, directing to IG for deeper exploration, and Spotify to stream.	**TW:** 'Moment' created, soundtracked by Spotify, exploring the album with music and visuals	**YOUTUBE:** Highlight playlist showing official vids from G-Sides and Laika Come Home	**Demon Days** 1. Feel Good Inc 2. DARE 3. Dirty Harry **D-Sides** 1. Hong Kong 2. People 3. Rockit		
22.09 **PLASTIC BEACH & THE FALL**	Grid exploring visuals and music of the album in chronological order. 'Story' involving 5 visual pieces (a combo of stills and video)	Share music and visuals from each album over the course of the day, directing to IG for deeper exploration, and Spotify to stream.	**TW:** 'Moment' created, soundtracked by Spotify, exploring the album with music and visuals	**MSQRD:** **YOUTUBE:** Highlight playlist showing official vids from Demon Days	**Top 3 tracks for Spotify** 1. On Melancholy Hill 2. Stylo 3. Empire Ants (ft. Little Dragon) **Top 3 tracks for Spotify** 1. Revolving Doors		

					2. HillBilly Man 3. Amarillo		
23.09							
W/C 26TH BRIDGE THE GAP	**GORILLAZ FOR DUMMIES –** Character stories 1. 2D - Tues 2. Murdoc - Weds 3. Russel - Thurs 4. Noodle - Fri	**TBC** 2D 360 Videos telling each of the characters stories from Plastic Beach to present day	**TBC** Teaser video/image of the 360	**YOUTUBE:** 'The Story So Far' – 3min video - **TBC**		Gentle pointing to the story so far – press stories created from social activity	***13th – Global planning meeting***
W/C 3RD THE AWAKENING	**NOODLE x JAGUAR (6th)** **NOODLE IG LAUNCH** Videos from the studio begin to roll out				Russel playlist rolls out subliminally teasing features on the album	**PUSSPUSS MAGAZINE** Caturday Russel feature **(8TH)**	**NOODLE BRAND ACTIVITY WITH JAGUAR (6th)**
W/C 10TH							
W/C 17TH						**MURDOC STORY**	
W/C 24TH							
W/C 31ST						**2D STORY**	
W/C 7TH							
W/C 14TH						**NUMERO MAGAZINE** Noodle fashion spread (14th)	
W/C 21ST							

W/C 28TH						Album announcement	
W/C 5TH							
W/C 12TH							
W/C 19TH							
W/C 26TH							
W/C 2ND Jan							
W/C 9TH Jan							
W/C 16TH Jan							
W/C 23RD Jan							
W/C 30TH Jan							
W/C 6TH Feb							
W/C 13TH Feb							
W/C 20TH Feb							
W/C 27TH Feb							
W/C 6TH March							

W/C 13TH March							
W/C 20TH March							
W/C 27TH March							
W/C 3RD April							
W/C 10TH April							
W/C 17TH April							
W/C 24TH April							
W/C 1ST May							
W/C 8TH May							
W/C 15TH May							
W/C 22ND May							
W/C 29TH May							
W/C 5TH June	**GORILLAZ FESTIVAL MARGATE (10TH)**						
W/C 12TH June							
W/C 19TH June							

W/C 26TH June							
W/C 3RD July	**GORILLAZ FESTIVAL CHICAGO (8TH)**						
W/C 10TH July							
W/C 17TH July							
W/C 24TH July							
W/C 31ST July							